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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2552

April 3, 1992

**PLAN AHEAD FOR SUMMER CAMPING** -- It isn't too early to reserve a site at a national forest campground for this summer, says **F. Dale Robertson**, chief of USDA's Forest Service. "We are entering the fourth camping season under the reservation system and are very pleased with its success and popularity," Robertson says. Campers can make reservations at more than 11,000 individual sites nationwide by calling 1-800-283-2267 (CAMP) Monday through Friday from 9 a.m. to 6 p.m. (Pacific Time) and weekends from 9 a.m. to 2 p.m. The TDD number is 1-800-274-7275. You can make your reservations for up to 120 days in advance for single family sites and 360 days ahead for groups. **Contact: Marty Longan** (202) 205-1777.

**SATELLITES, COMPUTERS CAN PUT FARM CHEMICALS** where they're needed, a USDA scientist says. "Why treat an entire field with the same amount of chemicals," asks ag engineer **Thomas S. Colvin**. "Over large acreages, the soil can vary greatly." Colvin is linking together government satellites and a tractor-mounted computer to research uniformly applied chemicals on Iowa farmland. He says the system, including two satellite radio receivers, costs about \$50,000. **Contact: Thomas S. Colvin** (515) 294-5724.

**EAST EUROPEAN COUNTRIES** are struggling to adapt to free markets, USDA economists say. The collapse of Communism in Eastern and Central Europe brought about the end not only of a form of government, but a way of life. Farmers in these nations must now make many of their own decisions, while their governments try to help them respond to market forces. The outlook for U.S. ag exports to the region, although not bright in the short run, is expected to improve in the future. **Contact: Jason Lamb** (202) 219-0620.

**WHAT DO PEOPLE** shopping for the best buys in health care have in common with fish lovers, car owners and retired couples? All will find timely federal publications of interest to them in the spring edition of the free "**Consumer Information Catalog**." The catalog, published by the Consumer Information Center of the U.S. General Services Administration, lists more than 200 free and low-cost booklets available from Pueblo, Colo. Since the catalog is revised quarterly, you know it's up-to-date. For a free copy, send your name and address to: **Consumer Information Catalog**, Pueblo, Colo. 81009 or call (919) 948-4000, 24-hours a day. **Contact: Michael Haslet** (202) 501-1794.

**HOP STOCKS DOWN** -- On March 1, hop growers, dealers and brewers held 73.3 million pounds of hops, which is down 3 percent from a year ago. Hop production in 1991 increased 22 percent. **Contact: James Brewster** (202) 720-7688.

**BROADLEAF PAPER-BARK TREE A NOXIOUS WEED --** USDA has added the broadleaf paper-bark tree to its list of noxious weeds. This prevents the tree from being moved into a country or between states without a permit. The tree is a problem, especially in Florida, because it out-competes native vegetation. It now covers about 1.5 million areas in southern Florida and smaller areas in California, Hawaii, Louisiana, Texas and Puerto Rico. It was introduced into this country in the early 1900's from Australia. It was widely planted in the 1940's and 1950's because of its ability to control erosion, provide natural fences and because it flowers when few other plants do and helps bees overwinter. **Contact: Dough Hendrix** (301) 436-7253.

**WESTERN WATER SUPPLY --** The western water supply outlook for this summer is below normal due to continued dry weather and light snowfall this winter, USDA's Soil Conservation Service chief **William Richards** says. Spring and summer streamflows are expected to be below- to well-below average for nearly all the western states. Streamflows are expected to be below 70 percent of average throughout California, Nevada, Oregon, southern Idaho, southern Wyoming, southeastern Montana, northern and central Utah and along the northern border of Colorado. **Contact: Ted Kupelian** (202) 720-5776.

**CATFISH PRICES TO STRENGTHEN --** USDA economists say there should be a general strengthening of farm catfish prices, at least through the first half of 1992. The 1991 average farm price was 63.1 cents per pound, a 17 percent decrease from 1990. This was the lowest annual-average price since 1987. Farm prices were 53 cents a pound at the end of 1991, but rose slightly to 56 cents in February 1992. In 1991, catfish growers sold a total of 410 million pounds of food-size fish, up 4 percent from 1990. However, the value of sales fell to \$264 million, down 13 percent. The decline in revenues was the result of a nearly universal decline in the price of food-size catfish. **Contact: David Harvey** (202) 219-0888.

**LIVESTOCK CASH RECEIPTS OUTSHINE CROP --** "Amber waves of grain," may symbolize America the Beautiful, but that's not the whole story of our Nation's farm economy. Grain crops take a back seat to livestock and livestock products in the rankings of farm commodities by value of production. Of the nearly \$170 billion earned by U.S. ag producers in 1990, \$89.6 billion came from livestock and related products, and \$80.4 billion from crops. Cattle and calves, the Nation's leading commodity, accounted for \$39.7 billion and ranked as the number one farm product in 18 states. **Contact: Roger Strickland** (202) 219-0804.

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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1817 --** A compound that occurs naturally in the Pacific Yew tree is a new anti-cancer drug for which experts are trying to find alternative sources of supplies. On this edition of **AGRICULTURE USA**, **Maria Bynum** and **Doug Wakefield** talk with several specialists about the new drug. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1299 --** In search of the Easter bunny; in search of Easter eggs; targeting the nutrition message; in search of taxol; the great American food show goes to Japan. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1808 --** USDA News Highlights; more aide to the republics of the former USSR; farm income outlook; largest trade show for U.S. exporters in Japan; fields, farmers and fireants. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1514 --** Fungus busters; nature's fungicides; putting fruit in a new light; reduced tillage hurts fungus; post-gypsy moth forests. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE --** Mon., April 20, ag outlook; U.S. ag trade update; Tues., April 21, weekly weather and crop outlook; dairy outlook; ag resources; Wed., April 22, catfish report; rice outlook; Thurs., April 23, oil crops outlook; Thurs., April 24, cattle on feed; livestock and poultry update. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., Eastern Time, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES --** **Lynn Wyvill** reports on USDA meat and poultry inspection; **Pat O'Leary** on replanting the 1991 Capitol Christmas Tree; **Will Pemble** on safely protecting gardens from insects.

**ACTUALITIES --** President **George Bush** and his announcement on CIS aid; Secretary of Agriculture **Edward Madigan** from his speech to the Public Voice national food policy conference; USDA meteorologist **Norton Strommen** on crops and weather; **David Harvey**, USDA economist, on aquaculture; USDA economist **Ron Gustafson** on livestock and poultry.

**UPCOMING FEATURES --** **Pat O'Leary** reports on USDA soil and earthworm research; **DeBoria Janifer** reports on controlling the cattle disease brucellosis; **Lynn Wyvill** on research at USDA's national research center in Beltsville, Md.

**EVERY OTHER WEEK -- Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8: Thursday from 7:30 - 7:45 p.m., EST, Saturday from 10 - 10:45 a.m., EST, and Monday from 8 - 8:45 a.m., EDT.*

## OFFMIKE

**CORN PRODUCERS...**in Missouri are voting on a corn referendum that would double the rate from 1/2 cent to one cent per bushel, says **Gary Wergin** (KFEQ, St. Joseph). Gary has been covering the pros and cons of the issue with live Q&A and by reading cards on the air that he received in response to his request for feedback. Vote is expected to be announced in mid-April.

**SECOND ANNUAL...**Agricultural Show had a strong turn-out, says **Gary Digluseppe** (KWMT, Fort Dodge, Iowa). Attendees enjoyed the 46 exhibitors, the speakers and warm temperatures. Gary broadcast live from the Webster County fairgrounds with interviews and market reports.

**FARMERS APPRECIATION BREAKFAST...**was a success for the station and local producers, says **Rick Bulger** (WLRB, Macomb, Ill.). Beginning at 5:30 a.m., more than 100 farmers were served breakfast at the third annual event held at the local 4-H center. Rick says each advertiser gave ten free breakfasts to farmers who registered at the participating business. **Lou Hansen** (RFD Radio Network, Bloomington) broadcast live from the event.

### ***Farm Broadcasters Letter***

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Radio-TV Division  
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**BROADCASTING LIVE...**from Moscow and Kiev. April 23 through May 4, **Lynn Ketelsen** (Linder Farm Network, Willmar, Minn.) will be in the CIS, broadcasting his programs from farms near these two cities and the MacDonalds restaurant in Moscow. Lynn says the toughest part may be getting a phone line.

**CONGRATULATIONS...**to **Kelly Lenz** (WIBW/Kansas Ag Network, Topeka). He has received the 1992 Mid-Am Salute Award as the year's outstanding communicator. The award was presented at the annual meeting in Kansas City of Mid-America Dairywomen.

**MOVED...****Donald Baker** from KFRM, Great Bend, Kans., to KSNC-TV, Great Bend. **Curt Shoemaker** is the new farm director at KFRM. Curt says a hot issue in his area is the commercial drivers license issue for certain farm vehicles.

*Vic Powell*  
**VIC POWELL**

Chief, Radio and TV Division